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Kresge to Open Enlarged Store

CP 10-25-39

The S. S. Kresge Co.'s enlarged downtown store at 216 Euclid avenue will be opened tomorrow morning, R. D. Kresge, manager, announced today.

Fifty per cent more sales space has been added to the store and a new luncheonet and tea room have been installed. Additional space is provided through the razing of the old Bowman Building on E. Third street alley, and the construction of a new two-story structure connecting to the interior of the Kresge arcade.

The Euclid avenue store was established as Kresge's first Cleveland unit on May 29, 1909. It originally comprised one floor and basement and extended only part way back to Prospect avenue. In 1914, the old building was replaced as a part of the May Co. Building, with entrances on both Euclid and Prospect avenues.

Kresge now has eight stores in Cleveland and will open a new one at 16801 Kinsman road, Shaker Heights, about Nov. 15.

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Downtown Kresge Completes Arcade

CPD 10-25-39

Complete remodeling of the S. S. Kresge Co. store at 216 Euclid Avenue, including the addition of 9,000 square feet of floor space, will be finished today, R. D. Kresge, manager, said last night.

The store, which forms an arcade from Euclid to Prospect Avenue S. E., has been broadened near the center by addition of a two-story wing 170 feet long and 80 feet wide. This wing increases the store area by about 50 per cent.

Included in the new building are a lunch counter and tea room. Departments throughout the store have been enlarged, with hollow-square counters replacing many of the former straight counters.

New counters and fixtures have been installed at all departments and the store completely redecorated, Kresge said. Innovations include use of fluorescent lighting units in many sections of the sales room.

The manager said that the sales force had been augmented and that practically all former part-time and occasional employes had been offered steady employment.

The store has occupied its present site since May 29, 1909.

A Greek ship, heavily laden with scrap iron, was also sunk yesterday, and with the four British ships destroyed brought the losses of all nations to 94. Tonnage losses of all nations rose to 386,818, exclusive of millions of dollars worth of cargoes. The total known loss of life was 1,274.

Neutrals losses in the war rose to 28. The French have lost six and the Germans ten. Twenty Scandinavian ships are among the neutral losses.

(Continued on Page 4, Column 5)

New Clash Is Reported in Balkan Area

RUSSE, Bulgaria, Oct. 24—(AP)—Increased tension was reported tonight in the Dobrudja area of the Bulgarian-Rumanian frontier.

Confirmation was lacking, however, of a reported clash among Rumanian gendarmes and Bulgarian "free corps" fighters in Dobrudja, former Bulgarian territory which Rumania gained after the World